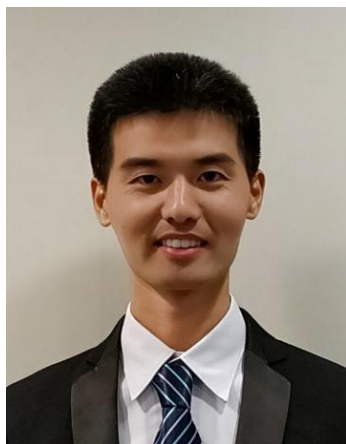


李春生



職稱： 副教授
學院： 商學院
電郵： csli@must.edu.mo
主頁： <https://c-s-li.github.io/>
電話： (853) 8897-1742
郵寄地址： 澳門氹仔偉龍馬路
部門/領域：
決策科學系

教育背景

2015-2019 香港理工大學 管理學博士
2014-2015 香港理工大學 文學碩士（優異）
2006-2010 江 南 大 學 工程學學士

專業資格

軟件測試工程師（STE）
註冊採購師（CPPM）

工作經驗

2019 至今 副教授 / 助理教授 / 講師 / 澳門科技大學

研究領域

供應鏈及運營管理，消費者及組織行為，商業分析，網絡分析，數據科學

研究項目

2025-2027: 基於決策樹的社交媒體電商直播視頻重播研究：主持人. 澳門科技大學研究基金.
2024-2025: 大數據服務商參與的閉環供應鏈定價及以舊換新策略研究：主持人. 澳門科技大學研究基金.

2023-2024: 基於區塊鏈技術的碳排放交易及監測系統設計與研究：主持人. 澳門科學技術發展基金（FDCT）.

2023-2024: 建築廢棄物逆向供應鏈協調博弈中的可持續資源回收優化研究：主持人. 澳門科技大學研究基金.

2021-2023: 供應鏈彈性措施的實施和權重劃分：主持人. 澳門高等教育基金.

2022-2023: 電商直播背景下的消費者購買意願分析：主持人. 澳門科技大學研究基金.

教學活動

DBMZ10 管理學前沿，管理學博士學位必修課程

MISZ04 供應鏈實證分析，智能供應鏈管理專業碩士學位必修課程 (MBGZ04)

MISZ01 全球營運與供應鏈管理，智能供應鏈管理專業碩士學位必修課程 (MBGZ01)

MBGZ06 商務優化理論，供應鏈管理專業碩士學位必修課程

BBAZ16604 商業決策分析，商業分析專業學士學位必修課程

BBAZ16504 決策方法，供應鏈管理專業學士學位必修課程

BBAZ16011 商務統計，工商管理學士學位必修課程

BEIE304 決策方法，跨學科(科技及管理)工程專業學士學位必修課程

學位論文

Li, C.S. (2020). Supply chain resilience: Scale development and its performance impact under different business conditions and disruptions. Doctoral Dissertation, The Hong Kong Polytechnic University.

學術期刊論文

Tan, K.Y.^S, Xu, F.^S, Yi, Z., & Li, C.S.* (2025). [Optimising resource recovery from construction waste material reverse supply chain coordination games](#). *International Journal of Systems Science: Operations & Logistics*, 12(1), 2458176.

Chen, H.Y., Gao, K.W.^S, Lin, C., Huang, A.W.^S, & Li, C.S.* (2025). [Celebrity endorsement on social media in China: familiarity and likeability heuristics in impulse purchase](#). *Asia Pacific Business Review*, In press.

Ki, C. W. C.S., Li, C., Chenn, A. S., Chong, S. M., & Cho, E. (2024). [Wise consumer choices in online secondhand luxury \(OSHL\) shopping: An integrated model of motivations, attitudes, and purchase intentions for OSHL as wise, conspicuous,](#)

[and sustainable consumption](#). *Journal of Retailing and Consumer Services*, 76, 103571.

Ki, C.W., Chow, T.C., & Li, C.S.* (2023) [Bridging the trust gap in influencer marketing: Ways to sustain consumers' trust and assuage their distrust in the social media influencer landscape](#). *International Journal of Human-Computer Interaction*, 39(17), 3445-3460.

Li, C.S., Wong, C.W.Y.* , Wong, C.Y., Boon-itt, S., & Miao, X. (2023) [Empirical research on performance effects of supply chain resilience: Systematic literature review, citation network analysis and future research directions](#). *International Journal of Shipping and Transport Logistics*, 17(1-2), 80-106.

Pan, X, Wong, C.W.Y.*, Li, C.S. (2022) [Circular economy practices in the waste electrical and electronic equipment \(WEEE\) industry: A systematic review and future research agendas](#). *Journal of Cleaner Production*, 365: 132671.

Li, C.S., Wong, C.W.Y.* , Yang, C.C., Shang, G.K.C., & Lim, T.T.C. (2020) [Value of supply chain resilience: Roles of culture, flexibility, and integration](#). *International Journal of Physical Distribution & Logistics Management*, 50 (1): 80-100.

學術研討會論文

Tan, K.Y.^S, Tian, Y.H., Xu, F.^S, & Li, C.S.* (2024) Research on Multi-Objective Optimal Scheduling for Power Battery Reverse Supply Chain. 31st EurOMA conference (EurOMA 2024), Barcelona, Spain.

Tan, K.Y.^S, Tian, Y.H., Xu, F.^S, & Li, C.S.* (2023) Research on Multi-Objective Optimal Scheduling for Power Battery Reverse Supply Chain. 30th EurOMA conference (EurOMA 2023), Leuven, Belgium.

Cheng, F., Wang, L.*, & Li, C.S. (2022) For the fashion or the environment: The role of sustainable impact disclosure on resale platforms. POMS 32nd Annual Conference (POMS 2022), online.

Peng, Y.Y.^S, Xu, M.H.^S, Cheng, G.W.^S, & Li, C.S.* (2021) Driving Post-pandemic Retail Operations: The Effect of Live Streaming E-commerce. POMS 31st Annual Conference (POMS 2021), online.

Cheng, G.W.^S, Xu, M.Z., Peng, Y.Y.^S, & Li, C.S.* (2021) ISO 50001 implementation and cost management in manufacturing industries. POMS 31st Annual Conference (POMS 2021), online.

Li, C.S., Wong, C.W.Y.* , Wong, C.Y., & Boon-itt, S. (2019) Supply chain resilience: Theoretical construct and measurement development. POMS 30th Annual Conference (POMS 2019), Washington D.C.

註：* 通訊作者；

^S 澳門科技大學博士/碩士研究生或本科生

其他服務 / 活動

Editorial Board Member and/or Reviewers (selected)

IEEE Transactions on Systems Man Cybernetics - Systems

IEEE Transactions on Knowledge and Data Engineering

International Journal of Physical Distribution and Logistics Management

International Journal of Production Research ;

International Journal of Production Economics

Journal of Business Logistics

Production Planning and Control

Transportation Research Part E: Logistics and Transportation Review

Member

Production and Operations Management Society

European Operations Management Association

Chartered Institute of Logistics and Transport

Session Chair - Production and Operations Management Society (POMS) 30th Annual Conference (2019), Washington D.C.